# The Art of Rhetoric: Techniques for Arguing

**Ethos (Greek for 'character'):** the source's credibility, the speaker's/author's authority; refers to the trustworthiness or credibility of the writer or speaker. Ethos is often conveyed through tone and style of the message and through the way the writer or speaker refers to differing views. It can also be affected by the writer's reputation, as it exists independently from the message--his or her expertise in the field, his or her previous record or integrity, and so forth. The impact of ethos is often called the argument's 'ethical appeal' or the 'appeal from credibility.

**Logos (Greek for 'word'):** the logic used to support a claim (induction and deduction); can also be the facts and statistics used to help support the argument; refers to the internal consistency of the message--the clarity of the claim, the logic of its reasons, and the effectiveness of its supporting evidence. The impact of logos on an audience is sometimes called the argument's logical appeal.

**Pathos (Greek for 'suffering' or 'experience'):** the emotional or motivational appeals; vivid language, emotional language and numerous sensory details. Pathos is often associated with emotional appeal. But a better equivalent might be 'appeal to the audience's sympathies and imagination.' An appeal to pathos causes an audience not just to respond emotionally but to identify with the writer's point of view--to feel what the writer feels. In this sense, pathos evokes a meaning implicit in the verb 'to suffer'--to feel pain imaginatively.... Perhaps the most common way of conveying a pathetic appeal is through narrative or story, which can turn the abstractions of logic into something palpable and present. The values, beliefs, and understandings of the writer are implicit in the story and conveyed imaginatively to the reader. Pathos thus refers to both the emotional and the imaginative impact of the message on an audience, the power with which the writer's message moves the audience to decision or action.

**To Appeal to Logic (Logos)**

* Theoretical, abstract language
* Denotative meanings/reasons
* Literal and historical analogies
* Definitions
* Factual data and statistics
* Quotations
* Citations from experts and authorities

### To Develop (Ethos)

* Language appropriate to audience and subject
* Restrained, sincere, fair minded presentation
* Appropriate level of vocabulary
* Correct grammar

**To Appeal to Emotion (Pathos)**

* Vivid, concrete language
* Emotionally loaded language
* Connotative meanings
* Emotional examples
* Vivid descriptions
* Narratives of emotional events
* Figurative language

Persuasive Techniques in Advertising:

***Using Ethos, Logos, and Pathos to identify strategies used by advertisers…***

The persuasive strategies used by advertisers who want you to buy their product can be divided into these three categories as well.

**Ethos: an appeal to credibility or character.**

An advertisement using ethos will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product. Ethos often involves statistics from reliable experts, such as nine out of ten dentists agree that Crest is the better than any other brand or Americas dieters choose Lean Cuisine. Often, a celebrity endorses a product to lend it more credibility: Catherine Zeta-Jones makes us want to switch to T-Mobile.

**Logos: an appeal to logic or reason**.

An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the "straight facts" about the product: One glass of Florida orange juice contains 75% of your daily Vitamin C needs.

**Pathos: an appeal to emotion.**

An advertisement using pathos will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking Pepsi. Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the “wrong” mattress. Pathos can also include emotions such as fear and guilt: images of a starving child persuade you to send money.

In-Class Practice:

Look at the following advertisement:

1) Where was this ad located?

2) What is the product that is being sold?

3) Who is the intended audience? How do you know?

**Ethos -** Is there an appeal to ethos in the ad? If so, describe the characteristics of the ad that demonstrate this appeal, and an analysis of *how* these characteristics create this appeal

**Logos –** Is there an appeal to logos in the ad? If so, describe the characteristics of the ad that demonstrate this appeal, and an analysis of *how* these characteristics create this appeal

**Pathos** – Is there an appeal to pathos in the ad? If so, describe the characteristics of the ad that demonstrate this appeal, and an analysis of *how* these characteristics create this appeal

Unit #3 Part II: Analyzing Advertisements

**Due dates:**

* **Tuesday, April 17**: Bring in the attached worksheet, a copy of the ad, and at least one written page for this essay.
* **Thursday, April 19**: Bring a complete rough draft of Essay #3 Parts I and II for full peer review (5% loss of credit for missing peer review)
* **Tuesday, April 26**: Final draft of Essay #3 Parts I and II stapled separately in a folder with peer review sheets, tutor feedback forms, rough drafts with instructor feedback, outlines, and any other relevant information. Email a copy of each to me as well to receive a grade.

English 150, Kreit, Spring 2012

Note: This writing assignment is Part II of Unit Three and is worth 25% of the total grade for Unit 3.

Assignment: Now that we have practiced analyzing advertisements by looking at their appeals to ethos, logos, and pathos, it is time for you to practice this skill independently. For this assignment, you need to find a printed advertisement and examine the appeals being made in this ad. You may use any advertisement you wish, but you must print and include it in your final folder for this assignment. I would recommend finding an ad that includes at least two of the three different types of appeals we have examined.

Length: 2 – 3 pages

In your essay, please be sure to include the following:

1. A brief introduction to the persuasive techniques in advertisements and a short description of the ad, the location of the ad, the product being sold, and the intended audience for the ad. Please remember that the reader has never seen the ad before.
2. A clear thesis that responds to the assignment above
3. An examination of at least two appeals present in the ad (ethos, logos, pathos), a description of the characteristics of the ad that demonstrate this appeal, and an analysis of *how* these characteristics create this appeal

4) A conclusion to the essay

**Worksheet for Unit 3 Part II: Analyzing Your Own Advertisement**

Before you begin your essay, please fill out the following worksheet. Worksheet is due Tuesday, April 17 for 10 points of homework credit.

1) Where did you find this ad?

2) What is the product that is being sold?

3) Who is the intended audience? How do you know?

**Ethos -** Is there an appeal to ethos in the ad? If so, describe the characteristics of the ad that demonstrate this appeal, and an analysis of *how* these characteristics create this appeal

**Logos –** Is there an appeal to logos in the ad? If so, describe the characteristics of the ad that demonstrate this appeal, and an analysis of *how* these characteristics create this appeal

**Pathos** – Is there an appeal to pathos in the ad? If so, describe the characteristics of the ad that demonstrate this appeal, and an analysis of *how* these characteristics create this appeal